2010 Annual Report

FRIENDS OF FREEDOM PARK

Our Mission: To support the operations and programs of the Great River Road Visitor and Learning Center through membership, volunteer recruitment, and fundraising.

2010 Is a Year of Growth and New Programs

As of December 31, 2010, the Center welcomed over 78,000 visitors from 42 countries and all 50 states.

The Board and staff of Friends of Freedom Park were successful in growing our partnerships and programs, improving our exhibits and growing our community outreach.

Local students engaged in curriculum based nature programs including field trips to the Great River Road Learning Center led by the Center's Interpretive Naturalist. New in 2010 were an in-classroom fourth grade Traveling Naturalist program and summer enrichment classes for Malone students.

Also new in 2010 were Junior Ranger programs for kids ages 8-12 led by National Park Service Rangers from 2 National Parks - the Mississippi National River and Recreation Area and the St. Croix National Scenic Riverway, which meet here in Prescott.

In 2010, Bruce the Bug Guy and Mike Lynch's StarWatch Party enthralled and excited an amazing number of students, while the Minnesota Raptor Center was the star feature of the Earth Day Extravaganza. We also grew our senior outreach with monthly potlucks and Sunday afternoon public programs.

The Great Rivers Confluence Project, engaging regional cities, counties, the National Park Service and organizations, continued its successful outreach. A Symposium held in September 2010 resulted in an historic Sister Park Agreement with benefits to the Center. The Project has also introduced new visitors to the Center and community and enhanced our reputation as a regional leader.

The Learning Center Grows Its Programs and Outreach

The Learning Center's growth in programs is due to the dedication of staff, board members, and the community's support. Since opening in May 2006, the Center continues to be a regional leader and a recognized source of education excellence.

Jan. 2010 — Dec. 2010

Programs: 113

Attendees: 3,738

Visitors: 15,893

Volunteers Hours: 3,833

May 2006 – Dec. 2010

Programs: 469

Attendees: 18,621

Visitors: 78,033

Volunteer Hours: 14,576

FRIENDS OF FREEDOM PARK

2010 Board of Directors

Jim Shiely, Chair
William McNeill, Vice Chair
Kim Benjamin, Secretary
Kris Sampson, Treasurer
Dorothy Ahlgren
Linda Bjorklund
Kathy Finley
Michael Hunter
Don Kern
Charlotte Vick

Freedom Park Staff:

Executive Director:
Margaret Smith

Interpretive Naturalist
Jessica Bierbrauer

GREAT RIVER ROAD WISCONSIN

AMERICA'S BYWAYS™

2010 Annual Report

2010 Financial Statement

Balance Sheet

December 31, 2010

Assets:	
Current Assets	$70,889
Total Assets	**$70,889**

Liabilities and Equity:	
Open. Balance Equity	$64,078
Unrestricted Net Assets	-$16,043
Net Income	$22,854
Total Equity	$70,889
Total Liab. & Equity	**$70,889**

Revenue

Grants	$51,425
Donations	$27,430
Fundraising Events	$ 7,901
Program Fees	$ 1,062
Other	$50,608
Total	$138,426

Expenses

Program	$92,539
Fundraising	$ 13,880
Management	$ 9,252
Total Expense	$115,671

Donations:

Income from individual, business, and organizational donors totaled $27,430. Income from grants totaled $51,425.

Grants:

Grants were received from AnnMarie Foundation, Dairyland Power Cooperative, Nelson Family Foundation, Prescott Foundation, Gertrude R. Shiely Charitable Trust, Natural Resources Foundation of WI, & Xcel Energy Foundation

Thank you for your support!

PHOTOS:

2010 PROGRAMS INCLUDED:

ABOVE: BRUCE THE BUG GUY, MIKE LYNCH'S STAR WATCH, ALMOST A BARN DANCE

BELOW: THE GREAT RIVERS CONFLUENCE PROJECT AND THE JR. RANGER PROGRAM THROUGH THE NATIONAL PARK SERVICE.

January 1—December 31, 2010 Donations

Your generous support has made our success possible. We have tried to include all our wonderful donors and regret omitting anyone's name. Please call 715-262-0104 if your name is missing from our lists.

Foundations

AnnMarie Foundation, Phillips Plastics Corp.

Natural Resources Foundation of Wisconsin

Nelson Family Foundation

Prescott Foundation

Gertrude R. Shiely Charitable Trust

Xcel Energy Foundation

Individuals, Businesses, Organizations

Freedom ($1000+)

Franz & Karen Altpeter Family Foundation

Biggs Frey Memorial Fund

Daniel & Kay Erickson

Malone Elementary Freedom Run

Roger & Phyllis Most

Grant & Carol Nelson

Ptacek's IGA

James & Dianne Shiely

Michael Toninato, DDS

Golden Eagle ($500—$999)

Neil and Lily Durhman

First National Bank

Ron & Katy Murphy

John & Helen Shiely

Bald Eagle ($250—$499)

Don & Naren Bauer

The Bergquist Company

Dairyland Power Cooperative

Dan & Terry Diebel

Herbert H. Kohl Charities, Inc.

Dick & Phyllis Hoffmann

George Jacques

Peg Jacques

John and Char Magee

Catherine Martin

Gary & Mavis Melstrom

Prescott Insurance Agency

St. Croix Valley Kiwanis

St. Croix Valley Natural Gas

John & Beth Tillmann

Osprey ($100—$249)

John & Becky Arenivar

Jimmie Baran

Kim Benjamin & Steve Wetzler

Roger & Margaret Berg

Bittersweet Bakery & More

Linda Bjorklund & Tom Blanck

Mike Bondarenko

Joseph & Tina Brookshaw

Leroy & Charlotte Burgeson

Doug & Anita Cole

Croix Insurance

Dennis & Daryl Donath

Evelyn Everts

Georgia & Dennis Freidel

Peter & Kristen Gray

Sandy & Ty Hagen

Harbor View Café, Inc.

Fred & Mary Lou Hase

Jon & Terese Helberg

Hill Funeral Home

Peter & Sue Hiniker

Mark & Anita Huber

Michael & Deborah Hunter

Doug & Robyn Keyport

Andrea & Darrell Lapcinski

Bob & Spring Loberg

John & Jodi MacLennan

Brad & Nancy Marx

Bill & Cindy McNeill

Gary Most

Muddy Waters

Nauti Hawg Bar & Grill

Donna & Leon Nesbitt

Gene & June Peterson

Lisa Peterson

Sandra Peterson

Phillips Plastics Corporation

Charlie & Kim Regenhard

Magdelena & Johan Rust

Kris & Eric Sampson

School District of Prescott

Dan & Donna Smaida

Joseph & Dorothy Streb

Bob & Pat Szymborski

Jim & Carol Toner

Sally West

Westconsin Credit Union

Karen & Bruce Wigent

WLS Foam Insulation

Kimberly & Christopher Young

Friends of Freedom Park

January 1—December 31, 2010 Donations

Eaglet ($50—$99)
Dorothy Ahlgren
Richard & Valla Rae Allen
Mary & Gael Beeler
Jayne Brand
Dairy Queen Brazier
Debbie & Jeff Davis
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Doug & Michelle Johnson
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Don Kern
Dana Laird
Carroll & Karen Lehman
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Mark & Patti Most
Ralph & Joan Murphy
Mark & Hope Olson
Ray & Sally Olson
Maureen Otwell
Mary & James Packard
Papa Tronnio's
Floyd & Darlene Pedersen
Picture This
Prescott Middle School
William & Helen Reinhardt
Reuvers Woodland Nursery
Pat & Jerome Rice
Sandra Richardson
Loretta & Jim Richman
David & Wendy Scheie
Robert & Patricia Schubert
Ken & Margaret Smith
St. Croix Realty
Deneen Strait & Scott Johnson
Russell H. Susag
Charlotte Vick
Vino in the Valley
Walks & Wags Pet Service
Marvin & Connie Wenzel
Mary Williams

Talon ($35—$49)
Anonymous
Morgaine Avalon
Helen Beeler
Scott & Sharon Calton
Dallas & Debra Eggers
Carol & Larry Fischer
Scott & Jean Halverson
Phyllis Hatten
William Hischke
Jim & Brenda Huebner
Debra Kittilson
Robert & Nancy MacLeod
Bruce Martin
Tom & Kathy Oss
Colleen Reichert
Michael & Karen Roosen
Genny & William Taevs
Pearl Sylvia Tayson

Talon ($25-$34)
Jay & Renee Bartsch
Eske & Audrey Bennetsen
Troy & Andrea Bjork
Darleen & Timothy Brabec
Frances Burns
Jay Carlson
Tim & Linda Cerni
DeAnna Christiansen
Janet Cleary
Sally Doughty
Bill & Mary Duddleston
Harley & Charlotte Eaton
Amy Fondry Eich
Mary Engeltjes
Marlys Fiedler
Dave & Kathy Finley
Jack Foss
Dorothy & Dennis Gagnier
Janice Heise
Deb Kariesch
Joyce Kulla & Mickey Rogers
Liz & John Kullman
Marvin & Marcia Lindseth
Richard & Susan Long
Al & Linda Lorenz
Mary Lundeberg
Rita & Bob Marrinan
Howard Meier
Marlene Meier
Paul Montgomery
Terry and Julie Most
Arthur Nordstrom
Jamie & Chris Peterson
J. Allen & Jan Peterson
Marcia Pharis
Jim Reichert
Tim & Amy Rundquist
Anita & Ronald Sterud
David & Karen Sterud
Suntime Travel
Lon & Elaine Thompson
Mindi & Matt Tronnier
Laura Pride Verbout
David & Diane Wright

Other ($10—$24)
James Allen
Anonymous
Louise & John Chevalier
Leroy & Judy Clement Lee
Denise & Frank Farr
Rachel Iverson
JoAnn Mathews
Eugene & Dorothy Meier
Kirby Symes
Patricia Tronnier

In Kind Donations
Affordable Elegance
Dorothy Ahlgren
Morgaine Avalon
The Bakeshop & More
Kim Benjamin & Steve Wetzler
Bob & Steve's BP Amoco
Rita Brandt
Leo Beskar
Scott & Sharyn Calton
Champlin Accounting
Churchill Market
Doug & Anita Cole
Tom Conlon
The Courtyard
Dennis & Daryl Donath
Dallas Eggers
Enrique's Taco House
Dave & Kathy Finley
Jim Finley
Larry & Carol Fischer
Flat Pennies
Freedom Valu Center
Pete French, Buck Hill Wines
Steve Grams, River Road Inn
Great Rivers Printing
Jimmy's Pizza
Doug & Michelle Johnson
Jim Kelly
Don Kern
Paul Labovitz
Lee's Taxidermy
Lehmann Farm
Jenny Langness
Bonnie & Paul Lindquist
Loberg Law Office
Bill & Cindy McNeill
Gary & Mavis Melstrom
Paul Montgomery
Muddy Waters
Mike Nagel, Meet Minneapolis
Greg Norton
Nesbitt's Nursery
Tom & Kathy Oss
Mike Ptacek
Ptacek's IGA
Jessie Rupnow
Eric & Kris Sampson
Jim & Dianne Shiely
Margaret & Ken Smith
Kevin & Kathy Sommer
Christopher Stein
Charlotte Vick
WLS Foam Insulation

Event Sponsors
City of Hastings Parks
Croix Insurance
First National Bank
Great Rivers Printing
No Name Saloon & Monkey Bar
Prescott Insurance Agency
Prescott Chiropractic
Toninato Family Dentistry

Volunteers
Dorothy Ahlgren
Kim Benjamin
Linda Bjorklund
Darleen Brabec
Jayne Brand
Elna Bryan
Jane Budworth
Sharyn Calton
Janet Cleary
Laurel Cox
Cilla Diethelm
Dennis & Daryl Donath
Cindy Doty
Sally Doughty
Cindy Durhman
Dallas Eggers
David & Kathy Finley
Carol Fischer
Larry Fischer
Trish Foreman
Trina Frank
Georgia Freidel
Helen Fryer
Phyllis Hatten
Michael Hunter
Doug Johnson
Michelle Johnson
Peggy Johnson
Ruth Jones
Deb Kariesch
Robyn Keyport
Sue Kullman
Don Kern
Deb Kittilson
Jenny Langness
Catherine Martin
JoAnn Mathews
Cindy McNeill
William McNeill
Gary Melstrom
Mavis Melstrom
Duke O'Brien
Karen O'Brien
Kathy Oss
Chris Peterson
Jamie Peterson
Genny Price Taevs
Patricia Rice
Jessie Rupnow
Kris Sampson
Karen Santelman
Jeanie Severson
Jim Shiely
Arlene Siewelo
Audrey Simon
Margaret Smith
Judith Sparrow
Charlotte Vick
Susan Wallin
Sally West
Karen Wigent
Carol Williams
Donna Zerahn

PHOTOS:
ABOVE: 2010 SCHOOL PROGRAMS AND SUMMER CAMPS.
BELOW:
3 NEW SIGNS WERE CREATED: ROY FINLEY DR., EVERTS POINT, & RIVER BLUFF PRAIRIE

Great River Road
Visitor & Learning Center
200 Monroe St.
Prescott, WI 54021
715-262-0104
Fax: 715-262-0106
Info@freedomparkwi.org

Address Service Requested

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Org
U.S. Postage
PAID
Permit #4
Prescott, WI
54021

"Like" the GRRVLC and learn more!

Check out our website!

www.freedomparkwi.org

In 2010 we began our Gift Brick Campaign to pave the path in our children's Butterfly Garden with its Art Bench. Thank you for your support!

January 1—December 31, 2010 Donations (continued)

Gift Memberships

To: Dan & Anna Diebel; Charlie & Jen Traeger from Dan & Terry Diebel
To Jim Bender from Laura Pride Verbout

Tributes & Memorials

To Charlotte Vick from Wendy Cook

Gift Brick Campaign

Dorothy Ahlgren
Rick & Valla Ray Allen
Dina & Chad Anderson
Richard & Jean Balliette
Don & Naren Bauer
Mary & Gael Beeler
Jeffrey & Sheri Beiter
Kim Benjamin & Steve Wetzler
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Jerry & Bonadine Kosin
Don & Mary Kay Kulla
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Chad & Charity Lubich
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Robert Lytle
M & I Bank
Robert & Nancy MacLeod
John & Char Magee
Malone Elementary School
Char & Marjorie Malueg
Catherine Martin
JoAnn Mathews
William & Cindy McNeill
Rosabelle McQuarie
Marlene Meier
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Richard Miller
Miss Croix Yacht Harbor Association
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Paul Montgomery
Roger & Phyllis Most
Randy & Susan Most
Donna & Paul Most
James & Renee Most
Richard Nelson
Lyle Nolt
Northwest Masonic Lodge #105
Ray & Sally Olson
Daniel Olson
Tom & Kathy Oss
Floyd & Darlene Pedersen
Patty Pedersen
Paula & William Perry
Mary Peterson
Penny & Steven Peterson
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Prescott Area Chamber of Commerce
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Ptacek's IGA
Mike & Jan Ptacek
Pat & Jerome Rice
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Tim & Amy Rundquist
Kris & Eric Sampson
Wendy Cook & Dave Scheie
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Robert & Patricia Schubert
John & Helen Shiely
Jim and Dianne Shiely
Arlene & Ed Siewelo
Audrey Simon
Ken & Margaret Smith
St. Croix Valley Master Gardeners Association
St. Joseph Parish School
Ron Stark
Jill Stephenson
Anita & Ronald Sterud
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Kathy Sumter
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Pearl Sylvia Tayson
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Michael & Allison Thomley
John & Beth Tillman
Toninato Family Dentistry
Charlotte Vick
Jerry & Beth Voss
Donna Watterson
Baard & Diane Webster
Carl & Tamara Weiser
Marvin & Connie Wenzel
Westconsin Credit Union
Marcy Westphal
Karen & Bruce Wigent
Jim & NolaKay Williamson
WLS Foam Insulation
Teresa Wolfe
Kimberly & Christopher Young

Friends of Freedom Park

200 Monroe St. Prescott, WI 54021

"Like" us on Facebook and learn more!

www.freedomparkwi.org 715-262-0104

Supporting the mission of the Great River Road Visitor and Learning Center through membership, volunteer recruitment and fundraising.

Donations can be made online!

2010 Friends of Freedom Park Annual Report

Summary

The Great River Road Visitor and Learning Center continued its successful growth and outreach in 2010. Since opening in May 2006, the Center has offered more than 450 programs to nearly 19,000 participants. More than 78,000 visitors from 42 countries and 50 states have entered the Center's doors. They have enjoyed the Center's interactive exhibits as well as the interpretive signs along our beautiful trails and overlooks of the Mississippi and St. Croix rivers sharing the rich history of Prescott and the importance of the rivers to the character of our town and region.

Volunteers have donated more than 14,500 hours, offering hospitality and welcome to visitors, tending gardens, presenting programs and so much more. The Great River Road Visitor and Learning Center is a unique Prescott community asset, strengthening bonds between people and nature, businesses and visitors, and family and friends.

Programs

The Learning Center belongs to a network of interpretive Centers along the nation's 150 America's Scenic Byway's and is one of sixty-two interpretive Centers on the Great River Road. Our education programs include our indoor and outdoor exhibits, gardens, public programs, school programs, and other events and projects.

In 2010 there were 113 programs and events with over 3,700 attendees. Our 2010 educational outreach included **public programs** such as birding, Bruce the Bug Guy, Mike Lynch's Star Watch, Music in the Park, two Movies in the Park, a spring and fall lecture series, an author talk by Kenny Salway, David Geister as Philander Prescott, Almost a Barn Dance, and seven changing art exhibits featuring the work of local artists. New in 2010 were well-received monthly senior potlucks followed by public programs.

All Prescott **schools** received free programs at the Center thanks to the support of individual donations and foundations. In 2010, the Traveling Naturalist Program, an in-classroom curriculum based program, was introduced to the region with a 4th grade Fur Trader program. Also new was a 3 week summer enrichment camp for students in grades 1-4 in partnership with Malone Elementary. We continued our free field trips for local students grades Pre-K, 2, 4 and 6.

Also new in 2010 was a **Junior Ranger Program** offered to children ages 8-12 and led by National Park Service Rangers from the Mississippi National River & Recreation Area and the St. Croix National Scenic Riverway. We continued as a leader in the **Great Rivers Confluence Project**, building relationships across state, county and city boundaries. The Junior Ranger Program was one of the many benefits of the Confluence Project. The Confluence Project has developed partnerships with the National Park Service and regional organizations and municipalities to link the rivers' confluence area's trails and promote economic growth and natural resource protection. The Friends hosted a September 2010 Symposium receiving national attention because of an historic Sister Park agreement signed that day between the two National Parks. The Agreement has benefits for the Center including use of National Park Rangers to lead our programs.

(over)

Signs and Exhibits
Beautiful native plant gardens showcase our prairie heritage and offer wildlife habitat. In 2010, a new interpretive sign was installed in our front entry prairie garden. The sign features River Bluff Prairies, a globally rare plant community which once graced the bluffs where the Center now stands. The sign showcases the 1848 surveyor notes and map of Prescott and highlights the flowering beauty and natural resource richness of our native prairie plants.

In 2010, a new road sign, Roy Finley Drive, was erected at the entry to the parking lot and honors Mr. Finley whose dedication and support made the Center possible.

The legacy of support by Evelyn and Rolland Everts was honored in 2010 by a sign at the amphitheater point as well.

Freedom Park continued to be a gathering place for the Prescott community for events such as Kick Off the Summer, Memorial Day, and Prescott Daze. In addition, the Center was featured in the Milwaukee Executive Run, and hosted several Confluence Project partner meetings.

Finances
Our butterfly garden and bench is not only a magnet for both children and butterflies, but a learning site for virtually all our children's programs. The butterfly art bench, completed in 2008, is one of six art benches in the St. Croix Valley and part of a regional "art bench trail".

In 2010, we began a Gift Brick campaign to begin paving the path which runs through the butterfly garden. In 2010, seventy- two percent of our support came from the gift brick campaign, grants and donations by individuals, businesses and organizations. Our annual Taste of Freedom Fundraiser, gift shop sales, program fees, and facility rentals from celebrations such as weddings, reunions, and other gatherings provided approximately twenty-five percent of funds needed to support our programs. Your support has made a difference to all the programs we have offered!

Communications
In 2010, our new website was unveiled. It features a calendar of our monthly programs, information for visitors about the Great River Road, the National Scenic Byways, the Audubon Great River Birding Trail, links to regional activities and businesses, information for educators, and much more. Our members received monthly program notices of our programs and invitations to our special events. In addition, press releases about our activities and programs were carried in many media outlets, including National Park Service magazines!

Thank you!
Freedom Park has become a place of learning and celebration with many programs for all ages, special events, bus tours, art shows, weddings, community festivities, family reunions, graduation parties and much, much more We can all be proud of how far we have come in four years! Thank you for your continuing support.